

Constant Arrivals of "The New" Makes This a Store of Unending Interest

20,000 Fresh Cut

Roses

On sale at 10 o'clock. Not more than 2 dozen to a customer. Per dozen

39c

Collars and Rufflings

Newest conceits in Georgette and Organdy Ruffling; two big specials at the yard, 49c and 98c

Ruffled Collars, Plain Collars, Lace Collars, Vests—in fact, wonderful lot of crisp, new Collars and Sets at 49c, 98c and \$1.49

Bry's

MEMPHIS, TENN.

All That's New For Spring In

Millinery

With Specially Prepared Groups At

\$5 to \$10



Hundreds and hundreds of new creations have been assembled in these groups, and they show just as much distinction and general excellence as in former seasons. We do not believe that any store can offer so many, or such individual styles as comprise this showing.

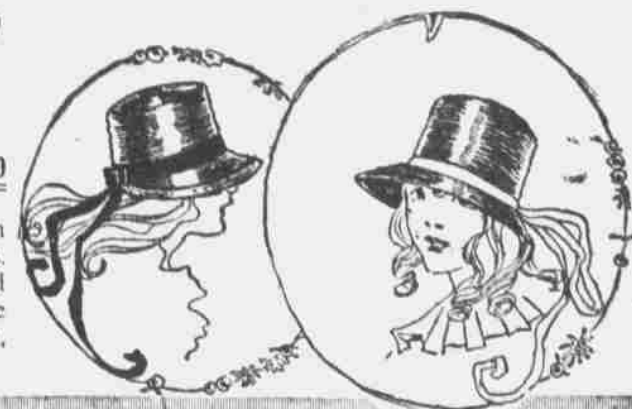
Georgette and Straw Combined in Close-Fitting Turbans
Droop Mushrooms Sailors Flareups Novelties

"Madge Evans"

Hats for Girls

\$3.95-\$4.95-\$5.95 to \$12.50

"Madge Evans" Hats of fine Milan with grosgrain ribbon bands and streamers. Come in short back, poke, sailor and rah-rah models. Plain and two-tone color combinations—black, navy, cherry, brown. Fourth Floor.



Premier Showing of New

Spring Suits

That Are Extraordinary in Every Sense of the Word

\$24.95

The well-groomed woman will at once approve of these superfine suits. All are capably tailored and styled in closest accord with the latest mandates of fashion, and possess the "tailor-made" appearance and fitting qualities of the more expensive custom-made suits. These, therefore, deserve the attention of the most critical.

Serge, Tricotine, Poiret Twill
Gqberdine, Novelty Weaves

Candy Specials

Assorted Nut Caramels, 60c lb.
Assorted Sun-Maid Raisin Fudge, 39c lb.
Pecan Butter Scotch Squares, 39c lb.
Hershey's Milk Chocolate Kisses, 60c lb. Regular \$1 Quality.
Assorted Bitter Sweet Chocolates, Fruit and nut creams in rich, velvety bitter sweet chocolates, 49c lb.
Hershey's Milk Chocolate Bars, 5c Each.
Fresh Hot Salted Peanuts, 29c lb.



Veils and Veilings

Latest and newest ideas in French Veilings—a complete and varied display, both in plain and novelties. Main Floor.

Dainty Silk Teddies for Springtime

Satin, Glove Silk or Crepe de Chine
Latest Novelties, Choice of Many Styles

Every woman must have a liberal supply of Teddies, and here is a most interesting display of these dainty garments. New arrivals of the season's latest novelties in popular-priced Silk Teddies. Hundreds to choose from—satin, crepe de Chine or glove silk, lace trimmed, tailored or embroidered models; severely plain or elaborately trimmed. Garments are here in profusion, superior quality and values not to be duplicated, at \$2.98

Websterloom Petticoats

A new and most unusual fabric, warranted for service by the manufacturer, and coming in a variety of attractive styles and rich colors. They are exceedingly well made and are unmatched values at 98c Fifth Floor.

For the Children

Suits For Your Baby Boy

Made for baby boys only by women who specialize on clothes for baby boys. Pretty Oliver Twist Suits, in one or two colors or plain white; sizes 2 to 4 years only. Some short sleeves, some long sleeves style; pants separate or attached; priced from \$1.49 to \$3.49. Fifth Floor.



Clothes Spring Dresses

Sizes 2 to 5 Years

White Lawn Dresses of exceptional merit, trimmed with good lace in very effective style. Two models to choose between; either dress an unusual value for \$2.69.

Fifth Floor.

St. Patrick Favors

Candy Shamrocks, Green Candy Snakes, pastry favors and notions in pleasing variety, modestly priced. Main Floor.

Stamped Towels 59c

Union linen buck towels, hemstitched, stamped in assorted patterns, 75c value. Second Floor.

An Extraordinary Showing of Smart New Capes

Good quality serge, velours and poplins have been used in the making of these stylish, youthful capes which we are showing in the most varied range of styles.

There are numerous attractive features, including various uses of silk braid and buttons—coat and smart throw effects; shirred collars, tassels, plaid and fancy silk linings, surplice and yoke ideas—all employed in a way you will be sure to like.

\$14.95



Third Floor.

Charming, Indeed, Are These New Spring Dresses

The material side of the frocks for spring divide themselves equally into the silks and the wools. The silks are taffeta, satin, radium, pussy willow, satin meteor, kitten's-ear crepe, poulette, foulard, plain Georgette and the delightful new figured Georgettes and chiffons. The wools are serge, Poiret twill, tricotine and wool jersey. Every shade and color imaginable is found, and at \$14.95 you have an agreeable surprise.

\$14.95

Women's Silk Top Union Suits, \$1.50

Pink color Lisle Silk Union Suits, with Italian silk top, in low neck, no sleeves, tight knee; excellent quality, at the unusual price of \$1.50

Women's Union Suits 50c

Summer Lisle Union Suits in a good assortment of different styles and sizes, representing drummers' samples; values up to 75c. Main Floor.

Child's Union Suit 75c

Nainsook Waist Union Suits in a full range of sizes, no-sleeve, knee length, with buttons attached. 75c. Main Floor.



Spring Hats

\$3.50—\$4—\$5

There is nothing lacking to make this showing of hats for spring complete.

Soft Hats—Stiff Hats

All shades and shapes at typical "Bry" money saving prices. (Men's Store, Just Inside the North Door, Main Street.)

Men's \$3.50 Satin Stripe Solid Color Madras

Shirts \$2.65

Some With Collar to Match.

First showing of the newest solid color shirts for spring, in maize, green, pink, blue, helio, etc.; well made, high-grade shirts, in all sizes 14 to 16.

Men's Store—Main Floor.



Women's Pure Thread Silk Hose \$1.75

In black, white and a good assortment of wanted shoe shades, all full fashioned, with special reinforced heel, sole and toes.

Silk Lisle Hose 50c

Ladies' Mercorized; black, white, bronze, chocolate, navy and smoke gray, navy etc.; in a full range of sizes; look and wear like silk.

Ladies' Full Seamless Black and White Lisle Hose, all sizes, at 35c; 3 pairs for \$1.00. Main Floor.



Wardrobe Essentials Are Separate Skirts

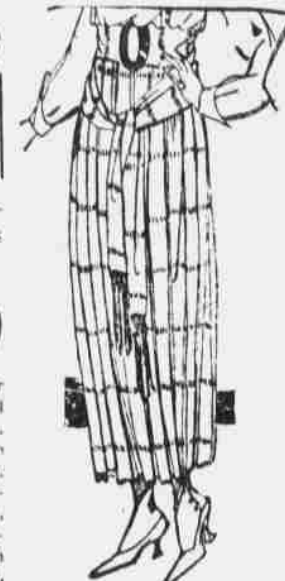
Nothing seems to match quite as well, especially at this season and later in the spring, as a trim new skirt. These are new spring styles—they're becoming, pleasing and decidedly in step with springtime. Business, promenading or dress wear; new long slits, narrow, pleated, gathered, draperies, tucks, etc., neatly finished with braid, pockets, buttons. Materials are French serges, poplins, vacaraux, satins, brocaded and plain failles, taffetas; colors, gray, copen, tan, navy, brown, taupe, black and combination plaids and stripes. Sizes 24 to 40.

Rich New Silk Petticoats \$3.98

All-silk Taffeta and dandy Jersey Top Combinations. Changeable colors, such as green and blue, gold and green, red and yellow, rose and green, wine and purple, henna, green and purple, black and navy; pin tucked, ruffled, pleated and hemstitched, at \$3.98.

Dainty Skirts \$10

Exceptional values which will be on display in our "Skirt Shop" Saturday. These skirts come in all-wool French serges, poplins, high-grade satins, pussy willows, failles, silk poplins, baronet satins, mixtures, etc. Made up in pleated, gathered, yoke effects, draperies, tucks, buttons, sashes, girdles and pockets and generously applied; in all the leading colors, such as tan, taupe, gray, Copen, brown, plum, burgundy, black and colorful combinations. Sizes 24 to 40. Don't forget we specialize in extra sizes. Third Floor.



Misses' and Juniors'

Suits—Dresses

\$19.95

Suits that instantly appeal to the well-dressed miss, for these are not the ordinary kind, but possess all those attractive style features that mark those for the grown-ups. All-wool French Serge and Tricotine in new, popular shades, and including a variety of trimming effects. Compare these at \$19.95 with those selling elsewhere at \$25.00 and \$30.00.

Charming New Dresses \$19.95

A new showing to women of exactly 100 dainty new Georgette, Taffeta, Crepe de Chine and Combination Effects. Only one or two of a model and each model most attractive.

Two Special

Lots of School Girls'

Wash Dresses \$1.98—\$3.98

Well-made, perfect-fitting Dresses of fast dyed ginghams, chambrays, reps and combination effects. At these special Saturday prices they are values indeed.



Misses' and Juniors' Store—Third Floor.

Boys' Spring Norfolk Suits

Boys' Norfolk in a striking array of attractive patterns and smart style features in waist line and lower belt models, chevrons, cassimeres and tweeds; colors, those most desired. Ages 6 to 17 years. You can not duplicate them in quality and workmanship anywhere. At our Feature Price \$7.50

Dress Suits \$9.95

Beautifully tailored new waist line models in handsome gray, brown and green mixtures. All the niceties of finish that are found in dependable boys' clothes, ages 7 to 18 years—suits that compare favorably with those shown elsewhere at \$12.50. Our special price \$9.95

Boys' Serge Suits \$8.95

All-wool blue serge, new, stylish waist line model, with belts and full cut trousers; lined throughout, with taped seams; waist pocket and belt loops; sizes 6 to 18 years; \$8.95 featured for Saturday at \$8.95

Boys' Blouses

Just splendid, that is what you'll say when you see these pretty striped blouses in light shades of percale and madras; they have the collars attached, sizes 7 to 14 years, at 98c

Boys' Trousers

Well-made trousers of chambray and chevrons in new patterns, made for rough usage, sizes 7 to 17 years, also blue serge for the little fellows; straight pants in sizes 4 to 5 years. Very special for \$1.50 Saturday



Boys' Wash Suits \$1.95 to \$3.50

Wash Suits, smartest new spring models for the little fellows; plain white, blue, green, stripes and pretty combinations; cute models at \$1.95 to \$3.50

New "Welworth" Blouses

\$2.50

We alone in this city can sell these popular Welworth Blouses, and we are right proud of the privilege. We control the sale of this far-famed line for that very good and valid reason that we are able to control the sale of so many other lines that are found exclusively at our store. Welworth Blouses represent the newest popular styles as fast as they are created and indorsed by fashion, and in every instance the style, quality and workmanship is unmatched at the price. Illustrated is a finely tailored model of shantung of a superior quality. Made with a convertible Buster Brown collar. All seams are double-stitched.

